

2020-2025 Global Location Based Marketing Services Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

<https://marketpublishers.com/r/2A73A5C93180EN.html>

Date: July 2021

Pages: 104

Price: US\$ 3,360.00 (Single User License)

ID: 2A73A5C93180EN

Abstracts

Location-based marketing (LMS) is a direct marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. This report elaborates the market size, market characteristics, and market growth of the Location Based Marketing Services industry, and breaks down according to the type, application, and consumption area of Location Based Marketing Services. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Location Based Marketing Services in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Location Based Marketing Services market covered in Chapter 13:

PlacelQ

uberall GmbH

Google

Shopkick

Groundtruth

Comporium Media Services

Scanbuy

Telenity

Placecast

Groupon

In Chapter 6, on the basis of types, the Location Based Marketing Services market from 2015 to 2025 is primarily split into:

Banner Display/Pop ups

Video

Search Result

E-mail and Message

Social Media Content

Voice Calling

In Chapter 7, on the basis of applications, the Location Based Marketing Services market from 2015 to 2025 covers:

Retail

Hospitality

Healthcare

BFSI

Education

Technology and Media

Transportation and Logistics

Automotive

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

Contents

1 LOCATION BASED MARKETING SERVICES MARKET - RESEARCH SCOPE

- 1.1 Study Goals
- 1.2 Market Definition and Scope
- 1.3 Key Market Segments
- 1.4 Study and Forecasting Years

2 LOCATION BASED MARKETING SERVICES MARKET - RESEARCH METHODOLOGY

- 2.1 Methodology
- 2.2 Research Data Source
 - 2.2.1 Secondary Data
 - 2.2.2 Primary Data
 - 2.2.3 Market Size Estimation
 - 2.2.4 Legal Disclaimer

3 LOCATION BASED MARKETING SERVICES MARKET FORCES

- 3.1 Global Location Based Marketing Services Market Size
- 3.2 Top Impacting Factors (PESTEL Analysis)
 - 3.2.1 Political Factors
 - 3.2.2 Economic Factors
 - 3.2.3 Social Factors
 - 3.2.4 Technological Factors
 - 3.2.5 Environmental Factors
 - 3.2.6 Legal Factors
- 3.3 Industry Trend Analysis
- 3.4 Industry Trends Under COVID-19
 - 3.4.1 Risk Assessment on COVID-19
 - 3.4.2 Assessment of the Overall Impact of COVID-19 on the Industry
 - 3.4.3 Pre COVID-19 and Post COVID-19 Market Scenario
- 3.5 Industry Risk Assessment

4 LOCATION BASED MARKETING SERVICES MARKET - BY GEOGRAPHY

- 4.1 Global Location Based Marketing Services Market Value and Market Share by

Regions

4.1.1 Global Location Based Marketing Services Value (\$) by Region (2015-2020)

4.1.2 Global Location Based Marketing Services Value Market Share by Regions (2015-2020)

4.2 Global Location Based Marketing Services Market Production and Market Share by Major Countries

4.2.1 Global Location Based Marketing Services Production by Major Countries (2015-2020)

4.2.2 Global Location Based Marketing Services Production Market Share by Major Countries (2015-2020)

4.3 Global Location Based Marketing Services Market Consumption and Market Share by Regions

4.3.1 Global Location Based Marketing Services Consumption by Regions (2015-2020)

4.3.2 Global Location Based Marketing Services Consumption Market Share by Regions (2015-2020)

5 LOCATION BASED MARKETING SERVICES MARKET - BY TRADE STATISTICS

5.1 Global Location Based Marketing Services Export and Import

5.2 United States Location Based Marketing Services Export and Import (2015-2020)

5.3 Europe Location Based Marketing Services Export and Import (2015-2020)

5.4 China Location Based Marketing Services Export and Import (2015-2020)

5.5 Japan Location Based Marketing Services Export and Import (2015-2020)

5.6 India Location Based Marketing Services Export and Import (2015-2020)

5.7 ...

6 LOCATION BASED MARKETING SERVICES MARKET - BY TYPE

6.1 Global Location Based Marketing Services Production and Market Share by Types (2015-2020)

6.1.1 Global Location Based Marketing Services Production by Types (2015-2020)

6.1.2 Global Location Based Marketing Services Production Market Share by Types (2015-2020)

6.2 Global Location Based Marketing Services Value and Market Share by Types (2015-2020)

6.2.1 Global Location Based Marketing Services Value by Types (2015-2020)

6.2.2 Global Location Based Marketing Services Value Market Share by Types (2015-2020)

6.3 Global Location Based Marketing Services Production, Price and Growth Rate of Banner Display/Pop ups (2015-2020)

6.4 Global Location Based Marketing Services Production, Price and Growth Rate of Video (2015-2020)

6.5 Global Location Based Marketing Services Production, Price and Growth Rate of Search Result (2015-2020)

6.6 Global Location Based Marketing Services Production, Price and Growth Rate of E-mail and Message (2015-2020)

6.7 Global Location Based Marketing Services Production, Price and Growth Rate of Social Media Content (2015-2020)

6.8 Global Location Based Marketing Services Production, Price and Growth Rate of Voice Calling (2015-2020)

7 LOCATION BASED MARKETING SERVICES MARKET - BY APPLICATION

7.1 Global Location Based Marketing Services Consumption and Market Share by Applications (2015-2020)

7.1.1 Global Location Based Marketing Services Consumption by Applications (2015-2020)

7.1.2 Global Location Based Marketing Services Consumption Market Share by Applications (2015-2020)

7.2 Global Location Based Marketing Services Consumption and Growth Rate of Retail (2015-2020)

7.3 Global Location Based Marketing Services Consumption and Growth Rate of Hospitality (2015-2020)

7.4 Global Location Based Marketing Services Consumption and Growth Rate of Healthcare (2015-2020)

7.5 Global Location Based Marketing Services Consumption and Growth Rate of BFSI (2015-2020)

7.6 Global Location Based Marketing Services Consumption and Growth Rate of Education (2015-2020)

7.7 Global Location Based Marketing Services Consumption and Growth Rate of Technology and Media (2015-2020)

7.8 Global Location Based Marketing Services Consumption and Growth Rate of Transportation and Logistics (2015-2020)

7.9 Global Location Based Marketing Services Consumption and Growth Rate of Automotive (2015-2020)

7.10 Global Location Based Marketing Services Consumption and Growth Rate of Others (2015-2020)

8 NORTH AMERICA LOCATION BASED MARKETING SERVICES MARKET

- 8.1 North America Location Based Marketing Services Market Size
- 8.2 United States Location Based Marketing Services Market Size
- 8.3 Canada Location Based Marketing Services Market Size
- 8.4 Mexico Location Based Marketing Services Market Size
- 8.5 The Influence of COVID-19 on North America Market

9 EUROPE LOCATION BASED MARKETING SERVICES MARKET ANALYSIS

- 9.1 Europe Location Based Marketing Services Market Size
- 9.2 Germany Location Based Marketing Services Market Size
- 9.3 United Kingdom Location Based Marketing Services Market Size
- 9.4 France Location Based Marketing Services Market Size
- 9.5 Italy Location Based Marketing Services Market Size
- 9.6 Spain Location Based Marketing Services Market Size
- 9.7 The Influence of COVID-19 on Europe Market

10 ASIA-PACIFIC LOCATION BASED MARKETING SERVICES MARKET ANALYSIS

- 10.1 Asia-Pacific Location Based Marketing Services Market Size
- 10.2 China Location Based Marketing Services Market Size
- 10.3 Japan Location Based Marketing Services Market Size
- 10.4 South Korea Location Based Marketing Services Market Size
- 10.5 Southeast Asia Location Based Marketing Services Market Size
- 10.6 India Location Based Marketing Services Market Size
- 10.7 The Influence of COVID-19 on Asia Pacific Market

11 MIDDLE EAST AND AFRICA LOCATION BASED MARKETING SERVICES MARKET ANALYSIS

- 11.1 Middle East and Africa Location Based Marketing Services Market Size
- 11.2 Saudi Arabia Location Based Marketing Services Market Size
- 11.3 UAE Location Based Marketing Services Market Size
- 11.4 South Africa Location Based Marketing Services Market Size
- 11.5 The Influence of COVID-19 on Middle East and Africa Market

12 SOUTH AMERICA LOCATION BASED MARKETING SERVICES MARKET

ANALYSIS

12.1 South America Location Based Marketing Services Market Size

12.2 Brazil Location Based Marketing Services Market Size

12.3 The Influence of COVID-19 on South America Market

13 COMPANY PROFILES

13.1 PlacelQ

13.1.1 PlacelQ Basic Information

13.1.2 PlacelQ Product Profiles, Application and Specification

13.1.3 PlacelQ Location Based Marketing Services Market Performance (2015-2020)

13.2 uberall GmbH

13.2.1 uberall GmbH Basic Information

13.2.2 uberall GmbH Product Profiles, Application and Specification

13.2.3 uberall GmbH Location Based Marketing Services Market Performance (2015-2020)

13.3 Google

13.3.1 Google Basic Information

13.3.2 Google Product Profiles, Application and Specification

13.3.3 Google Location Based Marketing Services Market Performance (2015-2020)

13.4 Shopkick

13.4.1 Shopkick Basic Information

13.4.2 Shopkick Product Profiles, Application and Specification

13.4.3 Shopkick Location Based Marketing Services Market Performance (2015-2020)

13.5 Groundtruth

13.5.1 Groundtruth Basic Information

13.5.2 Groundtruth Product Profiles, Application and Specification

13.5.3 Groundtruth Location Based Marketing Services Market Performance (2015-2020)

13.6 Comporium Media Services

13.6.1 Comporium Media Services Basic Information

13.6.2 Comporium Media Services Product Profiles, Application and Specification

13.6.3 Comporium Media Services Location Based Marketing Services Market Performance (2015-2020)

13.7 Scanbuy

13.7.1 Scanbuy Basic Information

13.7.2 Scanbuy Product Profiles, Application and Specification

13.7.3 Scanbuy Location Based Marketing Services Market Performance (2015-2020)

13.8 Telenity

13.8.1 Telenity Basic Information

13.8.2 Telenity Product Profiles, Application and Specification

13.8.3 Telenity Location Based Marketing Services Market Performance (2015-2020)

13.9 Placecast

13.9.1 Placecast Basic Information

13.9.2 Placecast Product Profiles, Application and Specification

13.9.3 Placecast Location Based Marketing Services Market Performance (2015-2020)

13.10 Groupon

13.10.1 Groupon Basic Information

13.10.2 Groupon Product Profiles, Application and Specification

13.10.3 Groupon Location Based Marketing Services Market Performance (2015-2020)

14 MARKET FORECAST - BY REGIONS

14.1 North America Location Based Marketing Services Market Forecast (2020-2025)

14.2 Europe Location Based Marketing Services Market Forecast (2020-2025)

14.3 Asia-Pacific Location Based Marketing Services Market Forecast (2020-2025)

14.4 Middle East and Africa Location Based Marketing Services Market Forecast (2020-2025)

14.5 South America Location Based Marketing Services Market Forecast (2020-2025)

15 MARKET FORECAST - BY TYPE AND APPLICATIONS

15.1 Global Location Based Marketing Services Market Forecast by Types (2020-2025)

15.1.1 Global Location Based Marketing Services Market Forecast Production and Market Share by Types (2020-2025)

15.1.2 Global Location Based Marketing Services Market Forecast Value and Market Share by Types (2020-2025)

15.2 Global Location Based Marketing Services Market Forecast by Applications (2020-2025)

List Of Tables

LIST OF TABLES AND FIGURES

Figure Location Based Marketing Services Picture

Table Location Based Marketing Services Key Market Segments

Figure Study and Forecasting Years

Figure Global Location Based Marketing Services Market Size and Growth Rate
2015-2025

Figure Industry PESTEL Analysis

Figure Global COVID-19 Status

Figure Market Size Forecast Comparison of Pre COVID-19 and Post COVID-19

Figure Global Location Based Marketing Services Value (\$) and Growth Rate
(2015-2020)

Table Global Location Based Marketing Services Value (\$) by Countries (2015-2020)

Table Global Location Based Marketing Services Value Market Share by Regions
(2015-2020)

Figure Global Location Based Marketing Services Value Market Share by Regions in
2019

Figure Global Location Based Marketing Services Production and Growth Rate
(2015-2020)

Table Global Location Based Marketing Services Production by Major Countries
(2015-2020)

Table Global Location Based Marketing Services Production Market Share by Major
Countries (2015-2020)

Figure Global Location Based Marketing Services Production Market Share by Regions
in 2019

Figure Global Location Based Marketing Services Consumption and Growth Rate
(2015-2020)

Table Global Location Based Marketing Services Consumption by Regions (2015-2020)

Table Global Location Based Marketing Services Consumption Market Share by
Regions (2015-2020)

Figure Global Location Based Marketing Services Consumption Market Share by
Regions in 2019

Table Global Location Based Marketing Services Export Top 3 Country 2019

Table Global Location Based Marketing Services Import Top 3 Country 2019

Table United States Location Based Marketing Services Export and Import (2015-2020)

Table Europe Location Based Marketing Services Export and Import (2015-2020)

Table China Location Based Marketing Services Export and Import (2015-2020)

Table Japan Location Based Marketing Services Export and Import (2015-2020)

Table India Location Based Marketing Services Export and Import (2015-2020)

Table Global Location Based Marketing Services Production by Types (2015-2020)

Table Global Location Based Marketing Services Production Market Share by Types (2015-2020)

Figure Global Location Based Marketing Services Production Share by Type (2015-2020)

Table Global Location Based Marketing Services Value by Types (2015-2020)

Table Global Location Based Marketing Services Value Market Share by Types (2015-2020)

Figure Global Location Based Marketing Services Value Share by Type (2015-2020)

Figure Global Banner Display/Pop ups Production and Growth Rate (2015-2020)

Figure Global Banner Display/Pop ups Price (2015-2020)

Figure Global Video Production and Growth Rate (2015-2020)

Figure Global Video Price (2015-2020)

Figure Global Search Result Production and Growth Rate (2015-2020)

Figure Global Search Result Price (2015-2020)

Figure Global E-mail and Message Production and Growth Rate (2015-2020)

Figure Global E-mail and Message Price (2015-2020)

Figure Global Social Media Content Production and Growth Rate (2015-2020)

Figure Global Social Media Content Price (2015-2020)

Figure Global Voice Calling Production and Growth Rate (2015-2020)

Figure Global Voice Calling Price (2015-2020)

Table Global Location Based Marketing Services Consumption by Applications (2015-2020)

Table Global Location Based Marketing Services Consumption Market Share by Applications (2015-2020)

Figure Global Location Based Marketing Services Consumption Share by Application (2015-2020)

Figure Global Retail Consumption and Growth Rate (2015-2020)

Figure Global Hospitality Consumption and Growth Rate (2015-2020)

Figure Global Healthcare Consumption and Growth Rate (2015-2020)

Figure Global BFSI Consumption and Growth Rate (2015-2020)

Figure Global Education Consumption and Growth Rate (2015-2020)

Figure Global Technology and Media Consumption and Growth Rate (2015-2020)

Figure Global Transportation and Logistics Consumption and Growth Rate (2015-2020)

Figure Global Automotive Consumption and Growth Rate (2015-2020)

Figure Global Others Consumption and Growth Rate (2015-2020)

Figure North America Location Based Marketing Services Market Consumption and

Growth Rate (2015-2020)

Table North America Location Based Marketing Services Consumption by Countries (2015-2020)

Table North America Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure North America Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure United States Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Canada Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Mexico Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure North America COVID-19 Status

Figure Europe Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Table Europe Location Based Marketing Services Consumption by Countries (2015-2020)

Table Europe Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Europe Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Germany Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure United Kingdom Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure France Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Italy Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Spain Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Europe COVID-19 Status

Figure Asia-Pacific Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Table Asia-Pacific Location Based Marketing Services Consumption by Countries (2015-2020)

Table Asia-Pacific Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Asia-Pacific Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure China Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Japan Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure South Korea Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Southeast Asia Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure India Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure Asia Pacific COVID-19 Status

Figure Middle East and Africa Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Table Middle East and Africa Location Based Marketing Services Consumption by Countries (2015-2020)

Table Middle East and Africa Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Middle East and Africa Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Saudi Arabia Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure UAE Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure South Africa Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Figure South America Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Table South America Location Based Marketing Services Consumption by Countries (2015-2020)

Table South America Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure South America Location Based Marketing Services Consumption Market Share by Countries (2015-2020)

Figure Brazil Location Based Marketing Services Market Consumption and Growth Rate (2015-2020)

Table PlacIQ Company Profile

Table PlacIQ Production, Value, Price, Gross Margin 2015-2020

Figure PlacelQ Production and Growth Rate
Figure PlacelQ Value (\$) Market Share 2015-2020
Table uberall GmbH Company Profile
Table uberall GmbH Production, Value, Price, Gross Margin 2015-2020
Figure uberall GmbH Production and Growth Rate
Figure uberall GmbH Value (\$) Market Share 2015-2020
Table Google Company Profile
Table Google Production, Value, Price, Gross Margin 2015-2020
Figure Google Production and Growth Rate
Figure Google Value (\$) Market Share 2015-2020
Table Shopkick Company Profile
Table Shopkick Production, Value, Price, Gross Margin 2015-2020
Figure Shopkick Production and Growth Rate
Figure Shopkick Value (\$) Market Share 2015-2020
Table Groundtruth Company Profile
Table Groundtruth Production, Value, Price, Gross Margin 2015-2020
Figure Groundtruth Production and Growth Rate
Figure Groundtruth Value (\$) Market Share 2015-2020
Table Comporium Media Services Company Profile
Table Comporium Media Services Production, Value, Price, Gross Margin 2015-2020
Figure Comporium Media Services Production and Growth Rate
Figure Comporium Media Services Value (\$) Market Share 2015-2020
Table Scanbuy Company Profile
Table Scanbuy Production, Value, Price, Gross Margin 2015-2020
Figure Scanbuy Production and Growth Rate
Figure Scanbuy Value (\$) Market Share 2015-2020
Table Telenity Company Profile
Table Telenity Production, Value, Price, Gross Margin 2015-2020
Figure Telenity Production and Growth Rate
Figure Telenity Value (\$) Market Share 2015-2020
Table Placecast Company Profile
Table Placecast Production, Value, Price, Gross Margin 2015-2020
Figure Placecast Production and Growth Rate
Figure Placecast Value (\$) Market Share 2015-2020
Table Groupon Company Profile
Table Groupon Production, Value, Price, Gross Margin 2015-2020
Figure Groupon Production and Growth Rate
Figure Groupon Value (\$) Market Share 2015-2020
Figure North America Market Consumption and Growth Rate Forecast (2020-2025)

Figure Europe Market Consumption and Growth Rate Forecast (2020-2025)

Figure Asia-Pacific Market Consumption and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Market Consumption and Growth Rate Forecast (2020-2025)

Figure South America Market Consumption and Growth Rate Forecast (2020-2025)

Table Global Location Based Marketing Services Market Forecast Production by Types (2020-2025)

Table Global Location Based Marketing Services Market Forecast Production Share by Types (2020-2025)

Table Global Location Based Marketing Services Market Forecast Value (\$) by Types (2020-2025)

Table Global Location Based Marketing Services Market Forecast Value Share by Types (2020-2025)

Table Global Location Based Marketing Services Market Forecast Consumption by Applications (2020-2025)

Table Global Location Based Marketing Services Market Forecast Consumption Share by Applications (2020-2025)

I would like to order

Product name: 2020-2025 Global Location Based Marketing Services Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

Product link: <https://marketpublishers.com/r/2A73A5C93180EN.html>

Price: US\$ 3,360.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2A73A5C93180EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

